

U.S. Serial No. 09/534,708  
Attorney Docket No. PD-980130

**REMARKS**

As an initial matter, the undersigned would like to thank Examiner Tran for the courtesy of the telephone conference call held on December 12, 2005.

The applicants have carefully considered the Office action dated September 22, 2005, and the content of the telephone conference of December 12, 2005. By way of this response, each of claims 28, 36, and 37 have been amended to recite a method or a system that adds or evaluates rules that are included in channel objects. The specification references rules at least at line 21 of page 18 to line 23 of page 19. Therefore, no new matter has been added. Accordingly, the applicant respectfully submits that claims 28 to 40 are now in condition for allowance.

Claim 28 recites, *inter alia*, a method of broadcasting television content and program guide data including channel objects including conditional logic that includes one or more rules that must be evaluated by a receiver.

It is respectfully submitted that while Gordon et al. discloses the use of well known conditional access techniques, such as setting a bit pattern, Gordon et al. does not disclose or suggest that one or more rules could or should be included in a channel object. For example, while Gordon et al. discloses that a receiver should carry out some evaluation (i.e., conditional access) to determine if a program should be processed, Gordon et al. does not disclose or suggest that the receiver should evaluate a rule that is contained in the channel object. In addition, while Gordon et al. discuss the use of pre-programmed bitmaps, there is no indication that the pre-programmed bitmaps include rules. Further, Gordon et al. suggests that pre-programmed bitmaps be installed in the set top box, not sent by or received from a provider ([0090]-[0091]).

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Accordingly, based on the deficiencies of Gordon et al., it is respectfully submitted that claim 28 and claims 29 to 35, dependent thereon, are in condition for allowance.

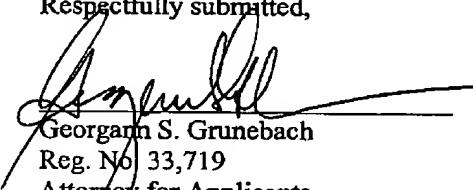
Claim 36 recites, *inter alia*, a method of receiving television content and program guide data containing channel objects, which include one or more rules. The method comprises evaluating conditions in the one or more rules contained in the channel objects. The applicant respectfully submits that at least for the same reasons provided for claim 28, claim 36 is in condition for allowance.

Claim 37 recites, *inter alia*, a system for receiving television content and program guide data containing channel objects, which include one or more rules. The system comprises a controller to evaluate conditions in the one or more rules contained in the channel objects. The applicant respectfully submits that at least for the same reasons provided for claim 28, claim 37 is in condition for allowance.

If there is any matter that the examiner would like to discuss, the examiner should feel free to contact the undersigned.

Dated: December 15, 2005

By:

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